

2020 Census Program Management Review

2015 Optimizing Self-Response Test

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Overview

- Introduction
- Self-Response Objectives
- Non-ID Processing
- Advertising/Outreach

Introduction

- Site test to test key components of strategy to optimize and increase self-response for the 2020 Census
- Test Design is underway – coordinating all test objectives
- Site selection is underway – identifying potential criteria:
 - Medium-sized market for advertising/outreach
 - Demographic diversity
 - Representative diversity of address types (city-style and non-city-style)
 - Diversity of internet penetration/usage

Self-Response Objectives

- Pre-Registration
 - Opportunity for respondents to have early engagement in the census process and to select their preferred mode for future invitations and reminders -- email or text message
 - Use of advertising and partnership to promote the pre-registration option
 - Measures of interest:
 - Participation rates
 - Response rates for participants

Self-Response Objectives (cont.)

■ Internet Response

- Using a push strategy – paper questionnaire provided only after several attempts to encourage internet response
- Possibly tailor the strategy for low internet usage areas/populations (e.g., deliver paper questionnaire earlier)
- Internet data collection application in English and Spanish
- Measures of interest:
 - Self-response rates
 - Internet response rates
 - Rates by language and stratum (if applicable)

Self-Response Objectives (cont.)

- Non-ID Internet Response
 - Using advertising and outreach to promote the non-ID internet response option
 - Goal is to increase self-response and internet response rates:
 - Make self-response easier by eliminating the need to keep track of and use the provided Census ID
 - Open the Internet self-response option to populations in areas with limited mailability – traditionally, field staff delivered questionnaires or conducted interviews
 - Measure of interest:
 - Participation rates
 - Non-ID Response rate: by in-sample vs. out-of-sample respondents
 - System load measures

Non-ID Processing

Frank McPhillips

Non-ID Processing Research Presentation Overview

- Non-ID Processing: a review
- Work to date
- Work happening this year
- 2015 Objectives

Non-ID Processing Research Background

- Non-ID Processing: compares responses without a preassigned ID to our Census address database
- In the 2010 Census...
 - 1.3 million responses without an ID
 - Conducted via several process steps, introducing significant lag
- For 2020, we need real-time processing

Non-ID Processing Research Initial Focus

- Exploration of a multi-faceted solution
 - Improving address collection
 - Improving our processing methodology
- 2013 National Census Contact Test

Non-ID Processing Research

Current Focus

- Readiness Testing for 2014 (using 2010 workload)
- 2014 Census Test

Non-ID Research 2015 Objectives

- Pilot for Real-Time Non-ID Processing
 - An opportunity for a feedback loop to respondent if additional information is needed to match/geocode
 - Resolving cases during the response drastically improves the rate addresses are removed from nonresponse follow-up

Non-ID Research 2015 Objectives (cont.)

Respondent geocoding via map interface *Prototype*

The screenshot shows a web browser window with a form titled "Census Usability Data Collection". The form is for "1. Where did you live on June 1, 2013?". It includes a text input field with "4600 Silver Hill Road, Suitland md" and a "Submit Address" button. Below this, a box labeled "Your Address" displays "4600 Silver Hill Rd" and "Suitland, MD 20746". The form then asks "2. Is the address displayed above your correct address?" with radio buttons for "Yes" (selected) and "No". It then asks "3. Is your address located within the highlighted area on the map?" with radio buttons for "Yes" (selected) and "No". To the right is a map showing a street grid with a pink highlighted area. At the bottom are "Back" and "Next" buttons, and the "U.S. Census Bureau" logo.

File Edit View Favorites Tools Help

Non-ID POC

Census Usability Data Collection

1. Where did you live on June 1, 2013?

4600 Silver Hill Road, Suitland md

Submit Address

Your Address

4600 Silver Hill Rd
Suitland, MD 20746

2. Is the address displayed above your correct address?

☒ Yes
☐ No (Re-enter your address in the top box and click Submit address again.)

3. Is your address located within the highlighted area on the map?

☒ Yes
☐ No (Click on the area of the map where your address is located.)

Back Next

U.S. Census Bureau

Non-ID Research

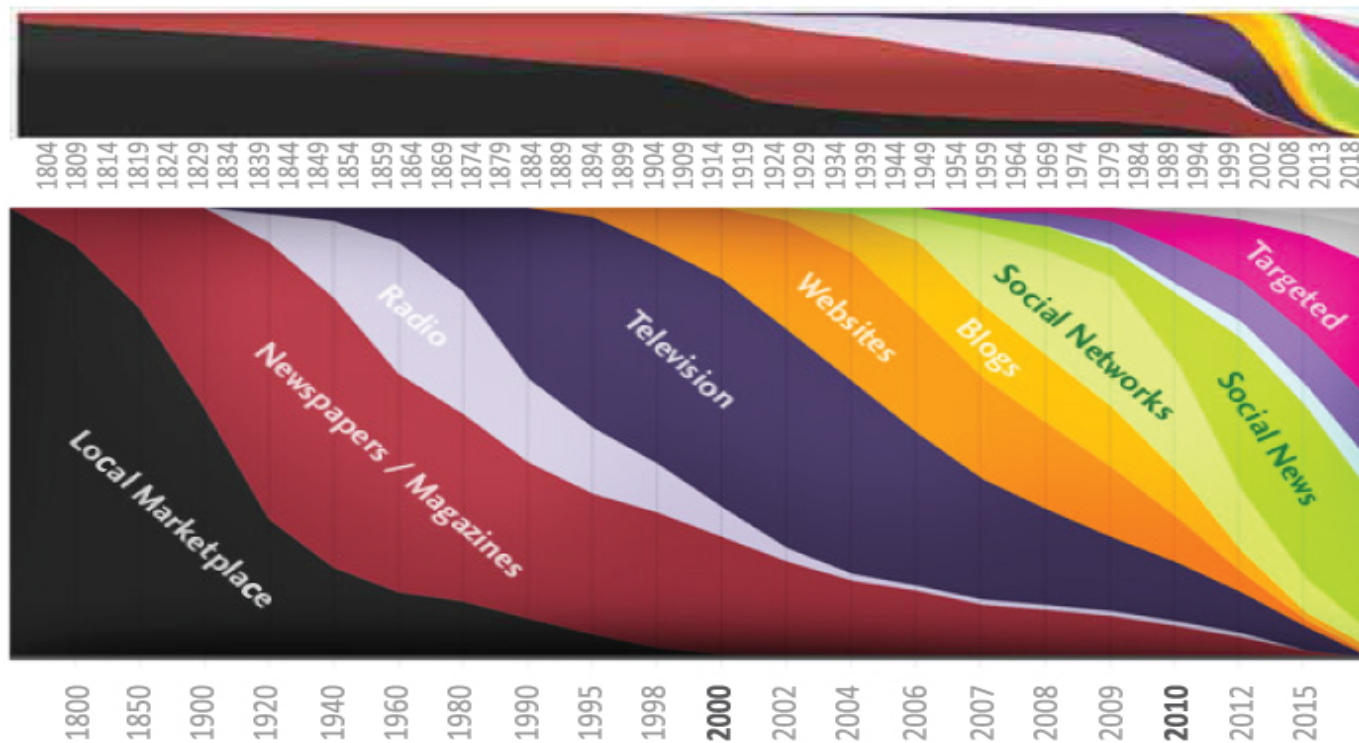
2015 Objectives (cont.)

- Other opportunities
 - Continued learning about batch processing
 - Manual processing of ungeocoded cases
 - Use of online geographic reference sources to validate geocodes

Advertising/Outreach

Stephen Buckner

Trends in Media: A Now Rapidly Changing Landscape



Trends in Digital:

By 2020, Digital spend projects to surpass TV

US Total Media Ad Spending Share, by Media, 2012-2018

% of total

	2012	2013	2014	2015	2016	2017	2018
TV	39.1%	38.8%	38.1%	37.4%	37.1%	36.5%	36.1%
Digital	22.3%	25.0%	27.9%	30.5%	32.7%	34.7%	36.4%
—Mobile	2.6%	5.7%	9.9%	13.7%	17.6%	21.2%	24.9%
Print	20.7%	19.2%	17.9%	16.8%	15.8%	15.0%	14.4%
—Newspapers*	11.5%	10.4%	9.5%	8.8%	8.2%	7.7%	7.4%
—Magazines*	9.2%	8.8%	8.4%	8.0%	7.6%	7.3%	7.0%
Radio**	9.3%	8.9%	8.6%	8.2%	7.8%	7.5%	7.2%
Outdoor	4.0%	4.1%	4.0%	3.9%	3.8%	3.7%	3.6%
Directories*	4.5%	4.0%	3.5%	3.1%	2.8%	2.6%	2.4%

*Note: eMarketer benchmarks its US newspaper ad spending projections against the NAA and its US outdoor ad spending projections against the OAAA, for both of which the last full year measured was 2012; numbers may not add up to 100% due to rounding; *print only; **excludes off-air radio & digital*

Source: eMarketer, March 2014

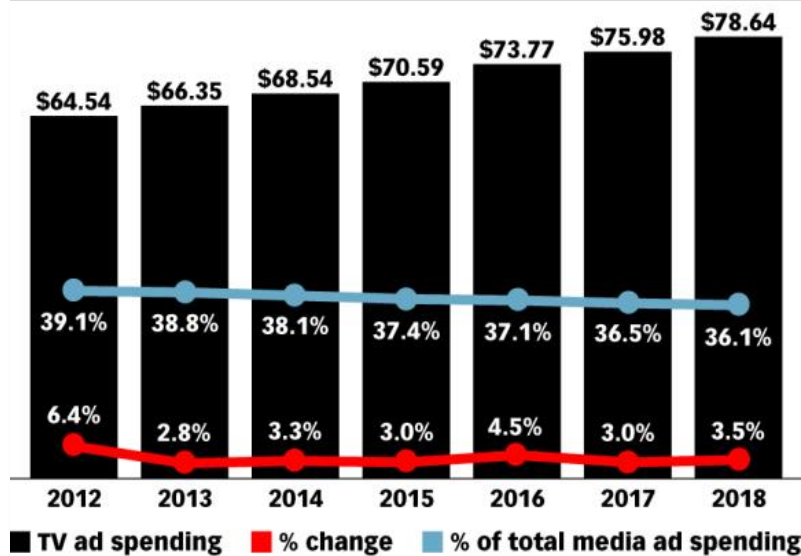
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www.eMarketer.com

Trends in Digital: TV Spending will always be huge...

US TV Ad Spending, 2012-2018

billions, % change and % of total media ad spending



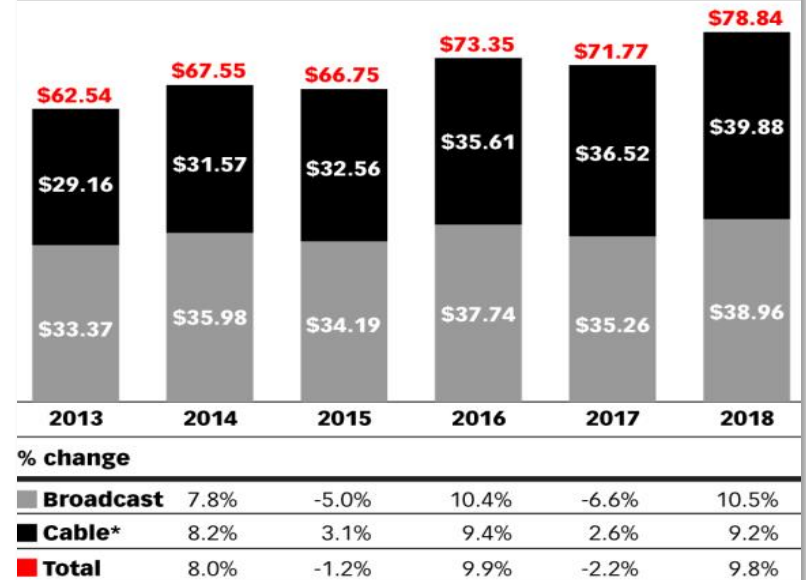
Note: includes broadcast TV (network, syndication & spot) & cable TV
Source: eMarketer, March 2014

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www.eMarketer.com

US TV Ad Spending, Broadcast and Cable*, 2013-2018

billions and % change



Note: includes political and Olympic ad spending; numbers may not add up to total due to rounding; *includes satellite and fiber-optic delivered TV
Source: Pivotal Research Group, "Madison & Wall," Jan 17, 2014

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www.eMarketer.com

... But spends will move to cable

Trends in Digital: Advertising spend isn't quite following consumption trends...

US Major Media Ad Spending per Hour Spent with Media per Adult, 2010-2014

	2010	2011	2012	2013	2014
Print*	\$0.53	\$0.56	\$0.62	\$0.70	\$0.83
—Magazines	\$0.53	\$0.58	\$0.65	\$0.73	\$0.84
—Newspapers	\$0.53	\$0.55	\$0.59	\$0.67	\$0.82
TV	\$0.16	\$0.15	\$0.16	\$0.17	\$0.17
Radio**	\$0.11	\$0.11	\$0.11	\$0.12	\$0.13
Digital	\$0.10	\$0.10	\$0.09	\$0.09	\$0.10
—Online***	\$0.11	\$0.12	\$0.13	\$0.13	\$0.12
—Mobile (nonvoice)	\$0.02	\$0.02	\$0.03	\$0.05	\$0.07
Total	\$0.17	\$0.16	\$0.16	\$0.16	\$0.16

*Note: ages 18+; *print only; **excludes off-air radio & digital; ***time spent online includes all nonmobile internet activities*

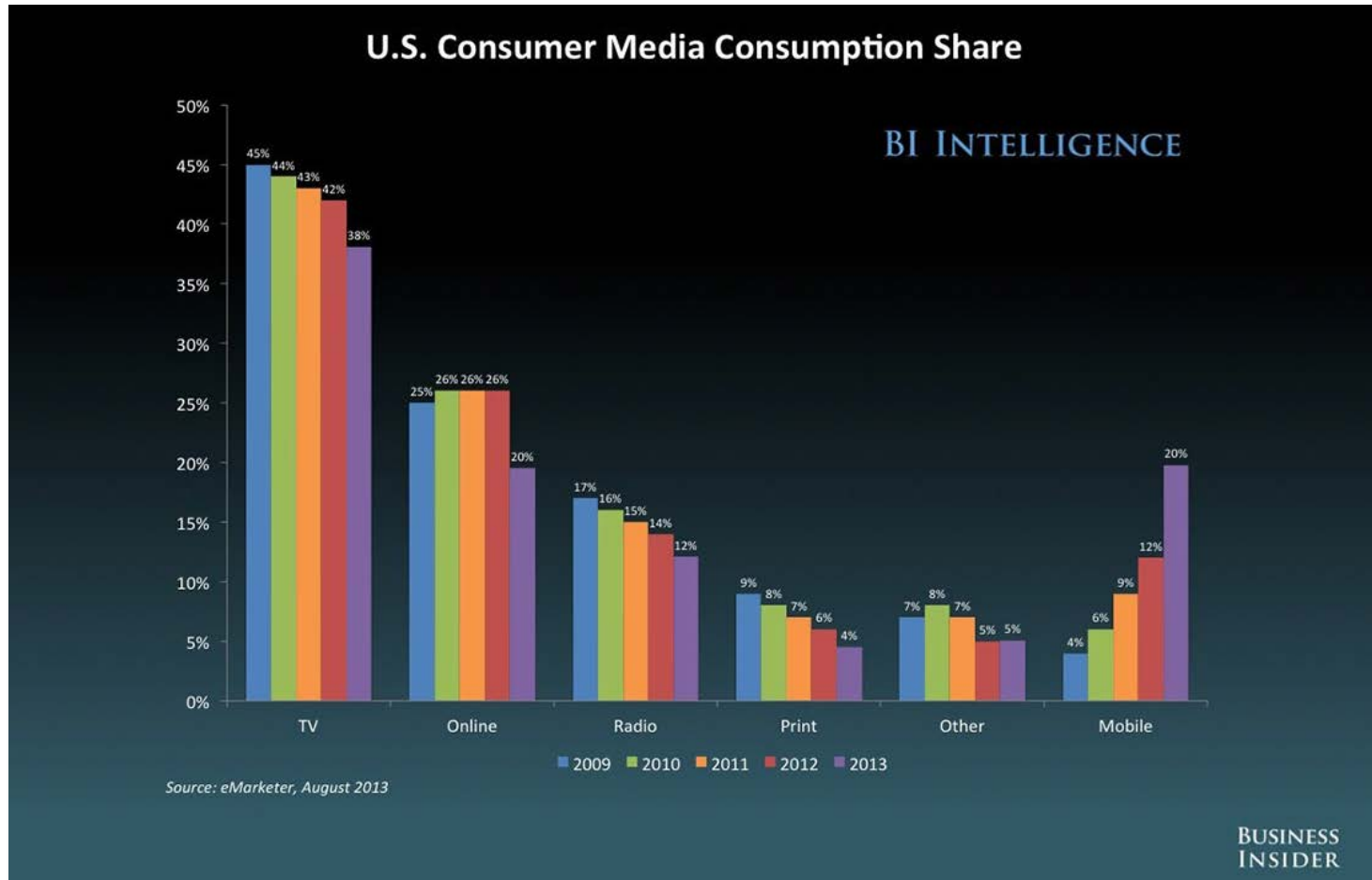
Source: eMarketer, April 2014

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www.eMarketer.com

Trends in Digital:

The balance of where consumers spend time is shifting...



Source: <http://www.businessinsider.com/mobile-is-growing-2013-11>



What will 2020 look like?

- Increasingly changing and evolving media landscape.
- Traditional marketing mix of television, newspapers and radio less influential – more information will filter to consumers through social platforms and networks.
- Digital advertising will surpass television media buys.
- Personalized content and on-demand media consumption – consumers decide and control what they want to experience.
- Increasing penetration and demand by mobile.
- Communications must continue to localize and personalize messaging and content across all channels.

Planned Communications Research

- Explore and test advance and follow up messaging in respondent communications.
- Use technology to increase awareness and drive Internet self response.
- Test new advertising and marketing channels to reach respondents.
 - Digital
 - Social media
 - Mobile
- Explore data analytics to push micro targeted digital advertising to hard to count population segments.
- Utilize customer analytics and operational data to drive real time communications decisions.

Questions

- Send questions to the email address below.

census.2020.program.management.review@census.gov